Travel Portland’s sales objective is to strengthen the region’s economy by marketing the metro Portland region as a preferred destination for travelers from mainland China by proactively selling to travel trade with the goal to reach consumers with buyable (and trackable) product offerings from Travel Portland’s partners.

**STAFF**

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Travel Oregon carries a contract with the representation company Hung & Kit with offices in Shanghai, Hong Kong and Beijing. Travel Portland is a financial collaborator in this contract with Travel Oregon for tourism sales services.

**CURRENT STATE OF MARKET**

- **AIR SERVICE**: China is accessible with one-stop air service through Tokyo to Hong Kong, Shanghai and Beijing (as well as Singapore, an additional Asian market) with Delta Air Lines. Nonstop service into Seattle is also advantageous for Portland.
- **MATURE/NEW**: It is currently one of four new overseas markets (with Australia/New Zealand, Brazil and Taiwan).
- **Travel packages/itineraries**: 15 itineraries/products were offered in China in FY 2012/13. These itineraries are included in the total of 101 itineraries developed and offered in all of Asia.
- **TRAVELPORTLAND.COM WEB ANALYTICS**: In FY 2012/13, TravelPortland.com received 1,821 visits from China, with users going to an average of 4.13 pages per visit.
- **VISITOR WALK-INS**: In FY 2012/13, the Visitor Information Center received 272 walk-ins from China.
- **VISITOR STATISTICS**: Chinese visitors to Oregon in 2012: 37,000 (U.S. Dept. of Commerce, ITA, OTTI).
- **SPENDING STATISTICS**: For all of Oregon in 2012, Chinese visitors spent an average of $804 per visitor, with total spending of $30 million (VisaVue by Travel Oregon).
- **PERCENT INCREASE IN TOTAL VISITORS**: +41.5% from 2011 to 2012.

**OPPORTUNITY**

Travel Portland will work on building awareness in the Chinese market, focusing on primary key messages, to capture growth and benchmarking. Direct sales efforts to global receptive operators’ Chinese market specialists will increase published itineraries and help fill the void created by lack of a locally based Chinese-speaking receptive. Travel Portland will also work to overcome the gap created by cultural and linguistic misunderstandings, stereotyping and lack of knowledge about the market.

**KEY MESSAGES FOR FY 2013/14 AND 14/15**

- Portland has great tax-free shopping.
- The city’s natural beauty and easy access to Mount Hood, Wine Country, the Columbia River Gorge and Oregon Coast.
- Its renowned culinary scene.
- Portland’s West Coast location and proximity to Las Vegas, San Francisco, Seattle and Los Angeles.
- Opportunities for educational travel to Portland.

**FUTURE TOURISM DEVELOPMENT OPPORTUNITIES**

- Work with counterparts in Las Vegas, San Francisco and Seattle for combination itineraries.
- Work with retailers to accept (and display) Union Pay credit card.
- Get China Ready seminars and trainings developed and implemented by professionals.

**ACTIONS**

- Start to develop robust web presence on TravelPortland.com, and consider localizing.
- Produce Native Creative video with Brand USA and include on TravelPortland.com.
- Strengthen relationship(s) with global receptive operators covering Portland through direct sales outreach.
- Organize “Are we/Greater Portland China ready?” seminar
- Co-sponsor (with Travel Oregon) lunch at Active America China in March 2014; bid to host in 2015.
- Host well-qualified research/fam/influencer tours as opportunities arise.
- Support educational travel.
- Support Travel Oregon’s international guide in Chinese.

For more information, please e-mail **JEFF@TRAVELPORTLAND.COM** or visit **TRAVELPORTLAND.COM**.